

*QFV jmw*

# ORDER



**KLKN-TV**  
Lincoln NE

KLKN-TV

**Orders**

**Order / Rev:** 39307

**Alt Order #:** 27379238

**Product Desc:** Education Campaign

**Estimate:** 2410

**Flight Dates:** 05/14/21 - 05/20/21

**Original Date / Rev:** 05/06/21 / 05/06/21

**Order Type:** GENERAL

**Primary AE:** Katz Dallas

**Sales Office:** DALLS

**Sales Region:** National

**Agency**

**Name:** Ax Media

**Buying Contact:**

**Billing Contact:**

800 W. 47th St., Ste. 200

Kansas City, MO 64112

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** SAM Nebraska

**Demographic:** A50+

**Product Codes:** Issues/Propositions

**Revenue Code 1:** AGY

**Revenue Code 2:** POL

**Revenue Code 3:** POL-ISS

**Priority:** P-04

**New Business Thru:**

**Advertiser External ID:**

**Agency External ID:**

**Unit Code:** General

**Order Separation:** 00:30:00

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/26/21	05/20/21	7	\$2,125.00	\$1,806.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2021	7	\$2,125.00	\$1,806.25	0.00
<b>Totals</b>	<b>7</b>	<b>\$2,125.00</b>	<b>\$1,806.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Dallas			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KLKN-TV	12%	\$2,125.00
Market	100%	\$17,708.33

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KFXL	0%	\$0.00
KGIN	0%	\$0.00
KHAS	0%	\$0.00
KHGI	0%	\$0.00
KHNE	0%	\$0.00
KLNE	0%	\$0.00
KMNE	0%	\$0.00
KOLN	0%	\$0.00
KPNE	0%	\$0.00
KRNE	0%	\$0.00
KSNK	0%	\$0.00
KTNE	0%	\$0.00
KUON	0%	\$0.00
KWBL	0%	\$0.00
KWNB	0%	\$0.00
KXNE	0%	\$0.00
KYNE	0%	\$0.00

UNKWN 88% \$15,583.33

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Order / Rev: 39307  
 Alt Order #: 27379238  
 Flight Dates: 05/14/21 - 05/20/21

Advertiser: SAM Nebraska  
 Product Desc: Education Campaign  
 Estimate: 2410  
 KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	05/17/21	05/17/21	Ch 8 News at 10p M-F Ch 8 News at 10p M-F Channel 8 Eyewitness News At Ten	CM	10p-1035p	M-----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/21	05/23/21	M-----		1				\$300.00		0.00			
N 2	KLKN	05/19/21	05/19/21	Ch 8 News at 10p M-F Ch 8 News at 10p M-F Channel 8 Eyewitness News At Ten	CM	10p-1035p	--W----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/21	05/23/21	--W----		1				\$300.00		0.00			
N 3	KLKN	05/20/21	05/20/21	Ch 8 News at 10p M-F Ch 8 News at 10p M-F Channel 8 Eyewitness News At Ten	CM	10p-1035p	---T---	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/21	05/23/21	---T---		1				\$300.00		0.00			
N 4	KLKN	05/16/21	05/16/21	Ch 8 News Sun at 10p Ch 8 News Sun at 10p Channel 8 Eyewitness News At Ten	CM	10p-1035p	-----S	:30	1	\$325.00	P-04	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/10/21	05/16/21	-----S		1				\$325.00		0.00			
N 5	KLKN	05/14/21	05/14/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p Channel 8 Eyewitness News At Six	CM	6p-630p	----F--	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/10/21	05/16/21	----F--		1				\$300.00		0.00			
N 6	KLKN	05/18/21	05/18/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p Channel 8 Eyewitness News At Six	CM	6p-630p	-T-----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/21	05/23/21	-T-----		1				\$300.00		0.00			
N 7	KLKN	05/19/21	05/19/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p Channel 8 Eyewitness News At Six	CM	6p-630p	--W----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/21	05/23/21	--W----		1				\$300.00		0.00			
													Totals	7	\$2,125.00



125 West 55th St  
New York, NY 10019

Contract # 27379238

Changes as of: 5/6/2021 at 10:11 AM

Version: Current State Version 1

CPE: 132/215/2410

Flight: 5/14/21 - 5/20/21

Station: KLNK

Con Type: POLITICAL/NOTE

Agency: Ax Media

Advertiser: SAM Nebraska

Market: Lincoln/Hshg-Krny-Pls DMA

Total Spots: 7

800 W.47th Street

Product: Education Campaign

Office: DALLAS

Total CPP: \$71.55

Suite 200

Agency Order #: 10657168

Service: Nielsen

Total GRP: 29.7

Kansas City, MO 64112

Buyer: Fernie, Taylor

Primary Demo: Adults 55+

Traffic #: 39307

Salesperson: EVAN BLASOR

Assistant: EVAN BLASOR

Separation:

Comments: New Order 5/6/21 - The new order will run Fri 5/14 - Thu 5/20. Please confirm the new order ASAP & alert me of any pre-empts. Thank you!

Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically: TVInvoices ID #9916670 or TV16670, Radiolnvoices ID #9914861 or R114861, Markeron #184659, Spodata #2095, Separation: 30

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/14 - 5/20							Total Spots	Total \$	CPP*	GRP*
							5/14	5/15	5/16	5/17	5/18	5/19	5/20				
1	F-M-Th 10p-10:35p		Channel 8 Eyewitness News At Ten	\$300.00	3.7	30	0	0	0	1	0	1	1	3	\$900.00	\$81.08	11.1
2	Su 10p-10:35p		Channel 8 Eyewitness News At Ten	\$325.00	4.8	30	0	0	1	0	0	0	0	1	\$325.00	\$67.71	4.8
3	F-M-Th 6p-6:30p		Channel 8 Eyewitness News At Six	\$300.00	4.6	30	1	0	0	0	1	1	0	3	\$900.00	\$65.22	13.8
TOTALS:							1	0	1	1	1	2	1	7	\$2,125.00	\$71.55	29.7



125 West 55th St  
New York, NY 10019

Contract # 27379238 Changes as of: 5/6/2021 at 10:11 AM Version: Current State Version 1  
CPE: 132/215/2410 Flight: 5/14/21 - 5/20/21 Station: KLNK  
Agency: Ax Media Advertiser: SAM Nebraska Market: Lincoln/Hstng-Krnv-Pis DMA

800 W.47th Street Product: Education Campaign  
Suite 200 Agency Order #: 10657168 Office: DALLAS  
Kansas City, MO 64112 Buyer: Fernie, Taylor Service: Nielsen  
Salesperson: EVAN BLASOR Primary Demo: Adults 55+  
214-525-2618 Assistant: EVAN BLASOR  
Separation: Traffic #: 39307

Total Spots: 7  
Total CPE: \$71.55  
Total GRP: 29.7  
Traffic #: 39307

Special Instructions

#### Order Level Comments

Date/Time Added by Comment  
05/06/21 9:55 AM EVAN BLASOR New Order 5/6/21 - The new order will run Fri 5/14 - Thu 5/20. Please confirm the new order ASAP & alert me of any pre-empts. Thank you!  
Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically. TVInvoices ID #9916670 or TV16670, RadioInvoices ID #9914861 or RI14861, Marketron #184659, Spoidata #2095, Separation: 30

Competitive Information	
Market Budget:	\$17,708
KLKN Share:	12%
Comment:	Share per buyer
Unknown:	88%

Daypart Summary						Monthly Summary		
Day/Time	% Distrib	Spots	Dollars	CPP	GRP	Month	Spots	Dollars
	100%	7	\$2,125.00	\$71.55	29.7	2021-May	7	\$2,125.00
Total	100%	7	\$2,125.00	\$71.55	29.7	Total	7	\$2,125.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	Comment
Queued for Electronic Contracting	5/6/21 10:04 AM					\$0
New	5/6/21 9:46 AM	EVAN BLASOR	Confirming	7		\$2,125.00

**Non-Discrimination Policy**  
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.